

AGENDA: June 24, 2003

4.6

CATEGORY: Consent

DEPT.: Finance and Administrative Services

TITLE: Legal Advertising

RECOMMENDATION

Authorize the City Manager to award the contract for legal advertising for Fiscal Year 2003-04 to the *San Jose Post Record* as the lowest responsible bidder.

FISCAL IMPACT—None; included in the budget.

BACKGROUND AND ANALYSIS

The City has advertised and solicited bids for our legal advertising for Fiscal Year 2003-04 as required by Section 1109 of the City Charter. Two newspapers, the *San Jose Mercury News* and the *San Jose Post Record*, responded with a bid.

The current contract is with the *San Jose Post Record*, and they have submitted a bid in the amount of \$1,800. For comparison, this year's bid by the *San Jose Mercury* is still substantially higher in the amount of \$17,368. The City has contracted with the *San Jose Post Record* for 10 years, and the service has been well received. The *San Jose Post Record* is experienced in meeting our legal requirements of bid noticing and similar required advertising. Departments wanting to more widely advertise an event or meeting will use the *San Jose Mercury News* or the *Mountain View Voice*.

ALTERNATIVES

Reject all bids and readvertise. This is not recommended as we feel the results would not differ.

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PUBLIC NOTICING—Agenda posting.

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JW/EB/6/CAM
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